

IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE

Applicants	: GOULD et al.	) I hereby certify that this document is
		) being deposited electronically with
U.S. Serial No.	: 09/917,792	) the United States Patent and
		) Trademark Office on this date:
Filed	: July 31, 2001	)
		)
Title	: COMPUTERIZED SYSTEM	) <b>May 18, 2010</b>
	AND METHOD FOR	)
	INCREASING THE	)
	EFFECTIVENESS OF	)
	ADVERTISING	)
		)
		) <u>/Dennis A. Majewski /</u>
Art Unit	: 3688	) Dennis A. Majewski
		) Registration No. 65,578
Examiner	: Raquel Alvarez	) Agent for Applicants

PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith is a Petition for Extension of Time under 37 CFR 1.136(a) in the  
above-identified application.

### EXTENSION OF TIME

This is a petition for an extension of time under 37 CFR 1.136 for the total number of months checked below:

EXTENSION (Months)	FEE FOR LARGE ENTITY		FEE FOR SMALL ENTITY	
One Month		\$130.00		\$65.00
Two Months		\$490.00		\$245.00
Three Months		\$1,110.00	X	\$555.00
Four Months		\$1,730.00		\$865.00
Fifth Month		\$2,350.00		\$1,175.00

**If an additional Extension of Time is required, please consider this a petition therefor.**

**Extension Fee Due With This Request \$555.00**

### METHOD OF PAYMENT

Included herewith is payment via electronic funds transfer in the amount of **\$555.00** which includes the \$555.00 fee for a three month extension of time.

The Commissioner is hereby authorized to charge any fees which may be required to Deposit Account No. 50-2455. Any overpayment in fees should be refunded to Hanley, Flight & Zimmerman, LLC at the address below.

Respectfully submitted,

HANLEY, FLIGHT & ZIMMERMAN, LLC  
USPTO Customer Number **81905**  
150 S. Wacker Drive  
Suite 2100  
Chicago, Illinois 60606  
(312) 580-1020

By: **/Dennis A. Majewski/**  
Dennis A. Majewski  
Registration No.: 65,578  
Agent for Applicants

**May 18, 2010**